

As you may know, the [Painted Bride](#) has put their building at [230 Vine Street](#) up for sale with no provisions to protect the iconic façade from demolition. We have been pursuing historic designation for the building and last Wednesday the Bride's designation received unanimous support from the Historical Commission panel. It now moves on to a second meeting on July 13 for a final ruling.

The building is not only an irreplaceable masterpiece by Isaiah Zagar, it is a symbol of Philadelphia's cultural history and the many artists and performers who molded the city's creative landscape in the last 50 years. I defy anyone to walk down 3<sup>rd</sup> Street towards Vine and not gasp at the remarkable sight of [230 Vine Street](#). If you haven't done so lately, you should. Take some time to examine it closely and admire the names and stories written in the tiles, the portraits of artists, the narratives explaining the South Street Renaissance and the Bride's move to Old City. Notice the many references to Marcel Duchamp and other art history figures. Spend time finding the endless proclamations that Philadelphia is the center of the art world and that the Painted Bride is a gem in the crown of that world.

Though the Bride is an arts nonprofit and a close friend of Isaiah's, they hope to sell the building for the highest payout which, of course, means it will be destroyed to make way for condos or whatever else a developer has in mind. While we support the Painted Bride's desire for a different organizational vision, we do not believe it should come at the price of this incredible building.

Historic and cultural spaces matter. This building's façade represents the power of community, rebellion of spirit, and that creative minds can (and should) transform our neighborhoods. This place honors the dreamers who came before us. It is a reminder of the sweet strangeness of Philadelphia that needs to be championed, not forgotten, as the city develops.

The Painted Bride is one of the most remarkable and unique buildings in Philadelphia. If we let it be torn down, what does it say about us?

If you are interested in learning more about [230 Vine Street's](#) historical designation, please take some time to [read the application](#), and join us at the final Historical Commission meeting at [1515 Arch Street](#) on July 13, 9:00 AM.

Thank you,  
Emily Smith

Executive Director  
Philadelphia's Magic Gardens